



## MEDIA CONTACTS

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## Crayola Signature Blend and Shade Colored Pencils

*Available in 24 and 50 Count*



Crayola Signature Blend and Shade Colored Pencils take coloring, shading and blending to a new level. Their soft, highly-pigmented cores allow for a smooth color laydown and appear vibrant on both light and dark paper.

- **CONTENTS**
  - 24 or 50 premium colored pencils in vibrant colors enclosed in a decorative storage tin
- **BENEFITS**
  - **Soft Cores Produce Bright Colors:** These art tools feature soft, highly-pigmented cores that provide vibrant colors and a velvety-smooth laydown; use to blend colors, add details and create the perfect shade on both light and dark paper
  - **Elegant Pencil Design:** The elegant and eye-catching colored pencils feature matte black wood barrels with color dipped ends
  - **Storage Tin for Stylish Pencil Organization:** The colored pencils are enclosed in a beautiful, protective storage tin, featuring art created with Blend & Shade colored Pencils
- **TARGET AUDIENCE**
  - Recommended for ages 14 and up
- **WHERE TO BUY**

- Suggested Retail Price:
  - 24 Count Blend and Shade Colored Pencils: \$19.99
  - 50 Count Blend and Shade Colored Pencils: \$39.99
- Available at [Crayola.com](http://Crayola.com) and retailers nationwide

#### **ABOUT CRAYOLA**

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit [www.crayola.com](http://www.crayola.com) or join the community at [www.facebook.com/crayola](http://www.facebook.com/crayola).

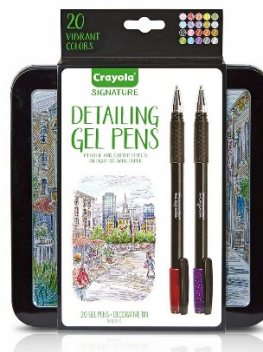


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## Crayola Signature Detailing Gel Pens



Crayola Signature Detailing Gel Pens are designed to enhance and embellish artistic and creative projects for adults. Each of the 20 pens feature premium metallic or glitter gel ink to deliver vibrant color with a stylish touch.

- **CONTENTS**
  - 20 detailing gel pens in a decorative storage tin
  
- **BENEFITS**
  - **Fine Points Deliver Precision:** These fine point pens have the ability to create decorative flourishes and intricate details with accuracy, allowing for a smooth ink laydown to create lines that will not streak or skip
  - **Bold Inks that Shimmer:** Each of the 20 pens in this set feature premium metallic or glitter gel ink that deliver vibrant color with a stylish touch; these intriguing inks create lettering, drawings, and detailed designs that shine and catch the eye on light and dark paper
  - **Decorative Tin Keeps Set in One Place:** Featuring a sleek look and sturdy design, the included decorative tin makes transporting a breeze and is perfect for gifting
  - **Brings Out Creativity in Adult Artists:** These sophisticated pens give adult artist and crafters the tools to engage their imaginations and enjoy putting their creative touches on any number of projects
  
- **TARGET AUDIENCE**
  - Recommended for ages 14 and up

- **WHERE TO BUY**

- Suggested Retail Price: \$19.99
- Available at [Crayola.com](http://Crayola.com) and retailers nationwide

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## Crayola Signature Brush and Detail Dual Ended Markers



Crayola Signature Brush and Detail Dual Markers feature 16 double-ended markers and 32 brilliant colors, providing twice the color and tip options for art and writing projects. Use the brush tip for lush strokes like a paintbrush and the ultra-fine tip for delicate details like lettering, detailed drawings and beautiful calligraphy.

- **CONTENTS**
  - 16 dual-ended markers enclosed in a decorative storage tin
- **BENEFITS**
  - **Brilliant Color Options:** Add depth and dimension to your creations with this set of 16 double-ended markers which provide a selection of 32 brilliant complementary colors to make any art project vibrant
  - **Dual Tips Offer Versatility:** Featuring an ultra-fine tip for thin lines and a brush tip for thick, paintbrush-like strokes; perfect for creating detailed drawings, broad-lined artwork and beautiful calligraphy
  - **Decorative Tin for Storage and Gifting:** Packaged in a stylish and sturdy storage tin that is perfect for gifting
- **TARGET AUDIENCE**
  - Recommended for ages 14 and up
- **WHERE TO BUY**
  - Suggested Retail Price: \$14.99

- Available at [Crayola.com](http://Crayola.com) and retailers nationwide

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## Crayola Signature Sketch and Detail Dual-Tip Markers



Crayola Sketch and Detail Dual-Tip Markers feature 16 double-ended markers and 32 brilliant colors, providing twice the color and tip options for art and writing projects. Sketch thick and thin lines with the graphic tip then add detail and accents to illustrations and lettering with the ultra-fine tip.

- **CONTENTS**
  - 16 dual-ended markers enclosed in a decorative storage tin
- **BENEFITS**
  - **Brilliant Color Options:** Add depth and dimension to your creations with this set of 16 double-ended markers which provide a selection of 32 brilliant complementary colors to make any art project vibrant
  - **Dual Tips Offer Versatility:** Create detailed drawings, broad-lined artwork, and beautiful calligraphy with the Sketch & Detail Dual-Tip Markers, which feature an ultra-fine tip for thin, precise line work and a super tip for thick strokes
  - **Decorative Tin for Storage and Gifting:** Packaged in a stylish and sturdy storage tin that is perfect for gifting
- **TARGET AUDIENCE**
  - Recommended for ages 14 and up
- **WHERE TO BUY**

- Suggested Retail Price: \$14.99
- Available at [Crayola.com](https://www.crayola.com) and retailers nationwide

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## Crayola Signature Creative Lettering Inspiration Pad



With the Crayola Signature Creative Lettering Inspiration Pad, learn to create eye-catching designs and chalkboard lettering. Enhance cards, gift tags, table place cards, and more with this unique art tool to help improve hand-lettering in varying styles.

- **CONTENTS**
  - 40-page lettering activity pad including black and grey specialty papers, tutorials and coloring and craft ideas
- **BENEFITS**
  - **Learn and Practice Calligraphy:** Learn the basics with hand-lettering tutorials on art techniques as well as coloring activities and craft ideas to spark imagination
  - **Create Letter Art with Crayola Signature Pencils:** Provides a unique way to expand creative abilities, decorate stationary coloring pages and more
- **TARGET AUDIENCE**
  - Recommended for ages 14 and up
- **WHERE TO BUY**
  - Suggested Retail Price: \$7.99

- Available at [Crayola.com](https://www.crayola.com) and retailers nationwide

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## Crayola Signature #Crayoligraphy Activity Set



Crayola Signature #Crayoligraphy Activity Set features a variety of hand-lettering tools including practice pages, dual-ended markers, detailing gel pens and craft inspiration to help artists discover the fun of “Crayoligraphy” and create eye-catching lettering in a calligraphy-like style. Enhance cards, gift tags, table place cards and more with this premium set.

- **CONTENTS**

- 15 instructional practice pages
- 10 Dual-Ended Super Tip/Ultra Fine Line Markers
- 2 Dual-Ended Brush Tip Ultra Fine Line Markers
- 2 Detailing Gel Pens
- 3 frameable art pages
- 4 place cards
- 8 gift tags
- 5-by-7-inch paperboard photo frame

- **BENEFITS**

- **Learn Calligraphy:** Learn to create eye-catching lettering in a calligraphy-like style with this 45-piece activity set

- **Premium Writing Tools:** Add broad strokes and fine lines to your lettering and #Crayoligraphy with Gel Pens and Dual-Ended Markers in a selection of rich colors that will make any art project vibrant; each marker features two ends for more color and tip options
- **Enables DIY Projects and Gifts:** Create hand-lettered place cards, gift tags, keepsakes and lovely gifts; the set's 5-by-7-inch paperboard photo frame makes a lovely gift when adored with beautiful lettering
  
- **TARGET AUDIENCE**
  - Recommended for ages 14 and up
  
- **WHERE TO BUY**
  - Suggested Retail Price: \$14.99
  - Available at [Crayola.com](http://Crayola.com) and retailers nationwide

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